

AC

Agenda Item Form

Agenda Date: 3/30/04

Districts Affected: ALL

Dept. Head/Contact Information: Dr. William Torgerson, DVM

Type of Agenda Item:

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Resolution | <input type="checkbox"/> Staffing Table Changes | <input type="checkbox"/> Board Appointments |
| <input type="checkbox"/> Tax Installment Agreements | <input type="checkbox"/> Tax Refunds | <input type="checkbox"/> Donations |
| <input type="checkbox"/> RFP/ BID/ Best Value Procurement | <input type="checkbox"/> Budget Transfer | <input type="checkbox"/> Item Placed by Citizen |
| <input type="checkbox"/> Application for Facility Use | <input type="checkbox"/> Bldg. Permits/Inspection | <input type="checkbox"/> Introduction of Ordinance |
| <input type="checkbox"/> Interlocal Agreements | <input type="checkbox"/> Contract/Lease Agreement | <input type="checkbox"/> Grant Application |
| <input checked="" type="checkbox"/> Other <u>Consent Agenda</u> | | |

Funding Source:

- ☐ General Fund
- ☐ Grant (duration of funds: _____ Months)
- ☒ Other Source: NA

Legal:

- ☒ Legal Review Required Attorney Assigned (please scroll down): John Nance ☒ Approved ☐ Denied

Timeline Priority: ☒ High ☐ Medium ☐ Low # of days: _____

Why is this item necessary:

TO PRESENT THE ZOOLOGICAL SOCIETY'S 5 YEAR PLAN

Explain Costs, including ongoing maintenance and operating expenditures, or Cost Savings:

NO COSTS

Statutory or Citizen Concerns:

NONE

Departmental Concerns:

NONE

82 6 11 25 PM 9 28
CITY CLERK'S OFFICE

RESOLUTION

WHEREAS, the City of El Paso and the El Paso Zoological Society ("the Society") entered into a License Agreement as of November 12, 2002, to provide for the promotion and support by the Society of the programs and operations of the El Paso Zoo; and

WHEREAS, under the terms of the License Agreement, the Society is required annually to review and update its Master Plan and to prepare an updated five-year advisory plan for the orderly development of Zoo activities to be conducted by the Society; and

WHEREAS, the updated five-year advisory plan is to be presented to the City Plan Commission for advice and consultation, and thereafter to City Council as a final report;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the Five Year Plan submitted by the El Paso Zoological Society is hereby approved and adopted by City Council as the framework for promotion and support by the Society of the programs and operation of the El Paso Zoo for the 2004 to 2009 time frame.

ADOPTED this 30th day of March, 2004.


CITY OF EL PASO

Joe Wardy, Mayor

ATTEST:

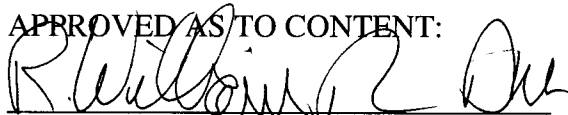
Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



John F. Nance
Assistant City Attorney

APPROVED AS TO CONTENT:



R. William Torgerson, DVM
Director, El Paso Zoo



El Paso Zoological Society

FIVE-YEAR PLAN

2004 Annual Report





El Paso Zoological Society



AMERICAN ZOO AND AQUARIUM ASSOCIATION

A non-profit, charitable organization whose purpose is to promote and support the El Paso Zoo and its programs in conservation, education and recreation.

P.O. Box 10179
El Paso, Texas 79995-0179
(915) 532-8156
FAX (915) 521-1857

EL PASO ZOOLOGICAL SOCIETY

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Immediate Past President
Helen Knopp
Past President
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Ron McDaniel
Anne B. Scragg
Eddie Valdez

Zoo Director

R. William (Bill) Torgerson
CFRE, DVM, MPVM
Ex-Officio Member

Executive Director

Kathleen Mason

Five-Year Plan 2004 Annual Report

At the outset of this report it is important to note a close partnership exists between the El Paso Zoo and the El Paso Zoological Society. Organized in 1963 as a 501©(3) non-profit charitable organization, the Society was charged with the mission of "promoting and supporting the El Paso Zoo and its programs in conservation, education and recreation". To do this, today's Society gives financial support for capital improvements, animal acquisitions and educational programs at the Zoo through monies raised from the sale of Society memberships (general, business and professional), obtaining grants, sponsorship of special events, and other fundraising activities.

Our El Paso Zoo has grown from a small roadside animal exhibit in the early 1940's to a 24-acre zoological park with accreditation through the American Zoo and Aquarium Association. An average of over 350,000 people visit the Zoo each year. In addition, there are over 60,000 education contacts made each year by professionally trained zoo volunteers through the Traveling Safari outreach programs. Our Zoo is one of our El Paso/Juarez/Dona Ana community's most beautiful educational and recreational assets.

The Zoological Society is proud to have contributed to many major improvements at the El Paso Zoo:

1978 Sea Lion Pool	1996 Americas Aviary – August
1979 Gazebo at Zoo Entrance	1997 Prairie Dog Exhibit Remodeling
1981 Americas Biome	1997 Hummingbird Exhibit
1983 Spider Monkey Island	1998 Recognition Garden
1987 South American Pavilion	1999 Carolyn Rosenberg-Hirsh, MD Animal Medical Center
1989 Prairie Dog Exhibit	2001 Birds of Prey Exhibit
1991 Maintenance/Commissary/ Employee Lounge	2002 Ocelot Exhibit
1995 Asian Exhibit – 1986 bond election	2003 Front Gate Bridge Renovation
1996 Paraje Exhibit – April	2003 Sea Lion Exhibit

Also, the Zoological Society has sponsored the following annual exhibits: "Zoo Ark" Smithsonian Traveling Exhibit in 1989; "Creature Features" event in the Civic Center June 1990; "Butterflies: Jewels of the Skies" exhibit in 1998; "Reindeer Exhibit" in 1998 & 1999; "Ghost of Bengal" White Tiger exhibit in 1999; and the "Komodo Dragon Exhibit" in 2000.

2003 PLAN REVIEW

2003 was a record breaking fundraising year for the El Paso Zoological Society.

Early in 2003 the Safari Nights Gala Committee started working on sponsorships for that year's animal exhibit attraction. The new Sea Lion Exhibit was scheduled to come on line later that year so, naturally, it become the gala theme. The committee immediately received positive support and ending up receiving \$123,500 in cash and pledged sponsorships.

Sea Lion Exhibit Sponsors:

Helen of Troy	Aquarium Gallery Sponsor
El Paso Electric Company	Theater Gallery Sponsor
Sierra Providence Health Network	Computer Kiosk Sponsor
Wells Fargo Bank	Computer Kiosk Sponsor
Reuben W. Harris	Landscape Sponsor
SBC Foundation	Landscape Sponsor
Robert Bonaventure	Sea Lion Sponsor
El Paso Downtown Lions Club	Sea Lion Transportation Sponsor
Chase Manhattan Bank	Graphics Sponsor
Bank of the West	General Sponsor

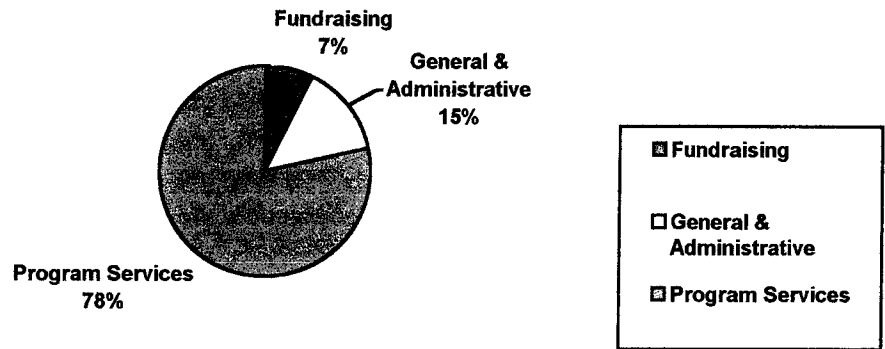
The El Paso Zoological Society's other accomplished objectives in 2003 include:

BOND OVERVIEW: As in 2001 and 2002, the Society continued in 2003 to work with the Bond Overview Advisory Committee to insure the timely progress of all quality of life issues accomplished through the 2000 bond election. Over this decade, the El Paso Zoo will continue its development toward becoming one of the biggest attractions in our El Paso/Juarez/Dona Ana community.

CONSERVATION EDUCATION AND FUNDRAISING EVENTS: The Society sponsored five conservation weekends – Elephant Festival, Habitat for Wildlife, The World of Birds, Insect Expo, and Marine Conservation Day. Special educational programming at the zoo has become very popular with over 300,000 visitors this last year. After hours fundraising activities were extraordinary. Over 6,300 attended the 7th annual "Holiday Lights" during December to enjoy musical entertainment, holiday food and thousands of colorful lights creating a magical winter wonderland. The 8th annual "Safari Nights Gala" in May was the most beautiful evening event under the stars. Everyone loved the delicious gourmet food, great silent auction and dancing.

EXCEEDED DEVELOPMENT GOAL: At \$436,895 we exceeded our goal of \$400,000. That accomplishment allowed the Society to continue many important programs. Education programming on the zoo grounds included camps for children, teacher and student workshops, plant and animal related organization meetings, weekend behind-the-scenes tours and exhibit hosting. Off the zoo grounds, through the "Traveling Safari Educational Outreach Program" volunteers routinely gave animal presentations and lectures in schools, libraries, day cares, nursing homes, headstart programs, juvenile detention centers and to other organizations who requested visits. These programs are extremely successful with local teachers who annually include our curriculum and visits in their schedules. Education programming offered by the El Paso Zoo has become a valuable asset to our El Paso community. The El Paso Zoological Society depends on the private sector to fund this vitally important program teaching about animals and plants in our world, and the need to conserve today for the future.

El Paso Zoological Society contributions to the El Paso Zoo during fiscal year
September 1, 2002 through August 31, 2003:



Total Revenue September 1, 2002 through August 31, 2003

\$436,895

Breakdown on Program Services

El Paso Zoo Advertising	\$32,910
Zoo & Zoo Staff Promotion	\$12,892
-Zoo gate admissions,community promotion, newsletter	
Brick Pavers	492
Benches	1,398
Zoo Develop/Plan/Market-Staff	4,594
Safari Nights Gala	17,477
Elephant Festival	1,100
Holiday Lights	30,533
Zoo Storage – Holiday Lights	1,760
Easter Bunny Photos	269
Remodel Zoo Bridge	1,973
Van & Explorer Ins. & Maint.	4,177
Camps	13,512
Education Programs	2,098
Paraje Computer Desks	87
Education Animals	395
Volunteer Programs	6,372
New Volunteer Program Vehicle	20,950
Conservation Travel	6,315
Conservation Other	7,769
Veterinary Support	74
Exhibit Netting	1,183
Sea Lion Exhibit	54,022
Tamandua Exhibit	2,330
Heaters/Zoo Pump	402
P&M Books – Rotary of EP	\$25,000
Society Programs Services Staff	34,920
In-Kind Total	<u>53,501*</u>
Total Program Services	338,505

Program Services	338,505
Fundraising	31,478
General & Administrative	60,398
Total Expenditures	430,381

*This amount does not include 11,785 volunteer hours valued at \$72,650.00

The El Paso Zoological Society created an endowment fund with a bequest of \$238,568 in 2002 to help support future stability for the El Paso Zoo. Contributions for this fund are actively pursued on an ongoing basis.

2004 PLAN

MISSION STATEMENT

The mission of the El Paso Zoological Society is to promote and support the El Paso Zoo and its programs in conservation, education and recreation, and provide private sector support, both financial and otherwise, for capital improvements, animal acquisition and education programs.

INITIATIVES

The Society will continue the development of the following partial list of activities and events.

- **Bond Oversight**

The El Paso Zoo's new Sea Lion Exhibit was completed in late 2003.
The completion goal for the Western Expansion of the Zoo, including the African Exhibit, is early 2007.

- **Discovery Conservation Center**

Funding for this center to be located in the Zoo park lot.

- **Special Zoo Events** - Plan and promote

During Regular Zoo Hours:

Habitat for Wildlife Weekend
Sea Lion Exhibit Grand Opening
Summer Camp
Summer Safari Early Fridays
Saturday Evenings at the Zoo
Insect Expo
Elephant Festival

Fundraisers:

-After Hours

Safari Nights Gala
Summer Members Party
Holiday Lights at the Zoo

- **Education Programs** -Continue to work with Zoo educators to improve education programming, including summer camps. Each summer since 1988 the Society has sponsored summer camp. Plans are to have 240 campers in 2004.
- **Volunteer Programs** -Continue to work with Zoo educators to improve programming.
- **Conservation Programs** -Continue to work with the Zoo to improve conservation programming at the Zoo, through outreach programs in our community, and on national and international levels.
- **Society's Development Goals**
 - a. Membership \$129,000
 - b. Holiday Lights & Safari Nights Gala \$ 71,000
 - c. Grants & Sponsorships \$200,000
 - d. Planned Giving & Endowment Fund Complete Brochure
- **Society's five-year strategic plan** -Continue refining plan, and researching future Zoo development through surveys, data from other zoos, and data from other professional institutes and organizations.

2004 ACTIVITY TIMELINE

MARCH

Habitat for Wildlife Weekend, Saturday & Sunday March 13 & 14, 2004
A special weekend featuring musical entertainment, animal presentation
and the Zoo's new family fun game show

Bite of the Border, Sunday, March 28, 2004,
Sponsored by the Junior League of El Paso

APRIL

Sea Lion Exhibit Grand Opening, to be scheduled

Easter at the Zoo, Sunday, April 11, 2004
The Easter Bunny visits with all the children

MAY

Mother's Day at the Zoo, Sunday, May 9, 2004

****SAFARI NIGHTS GALA", Saturday, May 15, 2004**
6:00pm to 11:00pm. Reservations required

JUNE

Summer Camp for children 6 through 10 during June and July
9:00am to 12:00noon each day. Reservations required

Summer Safari Early Fridays
Zoo opens at 8:00am each Friday June, July and August

Saturday Evenings at the Zoo-Proposal
Zoo stays open until 8:00pm on Saturdays in June and July
Enjoy musical entertainment starting at 6:00pm

JULY

Insect Expo
****Members Party July 30th****

OCTOBER

Elephant Festival

DECEMBER

*****HOLIDAY LIGHTS AT THE ZOO", 5:00pm to 8:00pm**

**** Zoological Society Fundraising Events**

FIVE-YEAR PLAN 2004 – 2009

The El Paso Zoological Society will continue to promote and support the El Paso Zoo and its programs in conservation, education and recreation.

The Society board and staff will continue working with City and Zoo staff researching ways the Society can be more supportive in the creation of a “world class” Zoo for El Paso. The Society will continue working toward that designation.

INITIATIVES

The Society will continue the development of the following partial list of activities and events:

- **Bond Oversight** -Work with City and Zoo Administrators and the Bond Overview Advisory Committee to ensure timely progress on all Zoo projects passed by the citizens of El Paso during the May 6, 2000 bond election.
- **Development** -Continue to grow the membership program, exhibit sponsorships, grant receipts, planned giving and endowments to ensure future success for the El Paso Zoo and Zoological Society.
- **Special Zoo Events** -Continue to sponsor the development of special events, during regular zoo hours and after-hours, to enhance the quality of recreational and educational programs. The goal is to increase attendance to over 600,000 within this five-year period.
- **Education and Volunteer Programs** -Continue to improve education programming on and off the zoo grounds. Continue to promote training by professional zoo education staff to volunteers. Zoo volunteers regularly conduct programs at the El Paso Zoo out in our community to local schools, libraries, day cares, nursing homes, headstart programs, juvenile detention centers and to other organizations. The Society will continually work to increase the volunteer base for zoo education programs.
- **Conservation Programs** -Continue to work with the Zoo to improve and grow conservation programming at the Zoo, through outreach programs in our community, and on national and international levels.
- **Society's Five-Year Strategic Plan** -Continue to refine and improve on an annual basis.
- **Customer Service** -Continue to strive for the “very best” customer service to all El Paso Zoo visitors.

THANK YOU FOR GIVING US THE OPPORTUNITY TO PRESENT THIS

FIVE-YEAR PLAN.